



PHILIP MORRIS

U.S.A.

100 PARK AVENUE, NEW YORK, N. Y. 10017 TELEPHONE (212) 679-1800

January 5, 1981

CIRCULAR NO. 476

TO OUR CUSTOMERS:

We are pleased to announce important news for the growing number of ultra low tar smokers. On January 26, 1981 Merit will introduce new MERIT ULTRA LIGHTS Regular and Menthol in your area.

Now the Merit idea has been extended to only 4mg tar, a milder Merit for those who prefer an ultra low tar cigarette. It's going to set a whole new taste standard for ultra low tar smoking.

New MERIT ULTRA LIGHTS will receive the high-impact advertising and merchandising support you've come to expect from Merit.

PRODUCT INFORMATION ON MERIT ULTRA LIGHTS

PRODUCT AND UPC:	CASE	CARTON	PACK
85 Millimeter Regular	01010	11010	281012
85 Millimeter Menthol	01020	11020	281022
LIST PRICE:	\$18.50 per thousand cigarettes.		
NORMAL TERMS:	Discount of 3% if remittances are received by us within 10 days, or 2% if mailed within 14 days, of normal delivery dates as shown on our invoice.		
PACKING:	12,000 cigarettes (60 cartons) per case.		

SPECIAL INTRODUCTORY ALLOWANCE AND INTRODUCTORY TERMS

To enlist your cooperation in obtaining retail distribution of new MERIT ULTRA LIGHTS Regular and Menthol cigarettes, we are making available to you the following Introductory Allowance during the introductory period of January 26, 1981 to February 13, 1981.

\$9.00 per 12M case (75 cents per thousand)

This Introductory Allowance applies to that quantity invoiced to you during the introductory period, up to but not in excess of your allocation for MERIT ULTRA LIGHTS Regular and Menthol. Your Philip Morris representative will advise you of the quantity allocated to you. Payment of the Introductory Allowance will be made as soon as practicable after the end of the introductory period.

In addition to the above Introductory Allowance, we will also offer a special allowance for rapid distribution of MERIT ULTRA LIGHTS Regular and Menthol to retail stores. Details of the "Automatic Distribution Allowance" are covered in our Circular No. 476-A.

Instead of our normal terms, we will allow you a cash discount of 3 1/4% on allocation shipments made during this introductory period if payment is received within 30 days of the normal delivery date as shown on our invoice.

All orders are subject to acceptance by our Richmond office and to prices, styles and sizes in effect on date of shipment.

No representative or employee of this Company has any authority to alter any circular, letter or price list issued by this Company.

PHILIP MORRIS U.S.A.
A Division of Philip Morris Inc.

MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT SARATOGA MULTIFILTER ALPINE

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